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Influenza News



The National Influenza Vaccination Disparities Partnership (NIVDP) is comprised of multi-sector partners who work to promote flu vaccination among underserved populations including African Americans, Hispanics, and American Indians/Alaska Natives. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).

Long-Term Commitment of NIVDP Partners Helps Increase Flu Vaccination Rates

In this issue, we highlight the long-term commitment of Hispanic-serving partner organizations and subject matter experts (SMEs) whose continuous efforts to promote flu vaccination have resulted in thousands of medically underserved Hispanics/Latinos being vaccinated against the flu. These partner organizations and SMEs include:

- The Hispanic Committee of Culpepper, which for the past three years has hosted a flu vaccination booth at the *Culpepper Fiesta* in Virginia, where Walgreens pharmacists have vaccinated approximately 700 people;
- CDC SME Dr. Eduardo Aziz-Baumgartner, who for the past three years has participated in interviews with 22 Spanish-language media outlets, which has generated almost 8 million impressions (unique views);
- Mirian Vargas, Consul of the Consulate of El Salvador in Woodbridge, Virginia, who for the past four years has coordinated flu vaccination promotion events for newly arrived immigrants; and
- Jefferson Physicians' Foundation in Louisiana, which for the past two years has coordinated a health fair during Binational Health Week in early October, during which more than 500 people have been vaccinated against the flu.

SPOTLIGHT ON PARTNERS

CULPEPPER FIESTA REACHES HUNDREDS OF HISPANICS IN RURAL VIRGINIA

Through its annual *Culpepper Fiesta*, the Hispanic Committee of Culpepper celebrates the history and diversity of Hispanics in rural Virginia while promoting flu vaccination. For the past three years, the nonprofit committee and Walgreens have sponsored a wellness booth and provided free flu vaccination. A total of 700 people have been vaccinated at the Fiesta.

Culpepper, Virginia is located 85 miles from Washington, D.C. and has 15,000 residents. Agricultural communities surround the town and employ many Hispanic immigrants who have settled in the Culpepper area with their families.

According to Fiesta organizer Ed Dunphy, this annual event attracts many visitors because it reflects the area's diverse

Hispanic population, showcasing Mexican mariachis, Salvadoran sculpture artists,



Child dancers attend the 2014 Culpepper Fiesta.

rancheros with lariat tricks, piñata-making workshops, and screenings of classic Cantiflas [a Mexican actor] films.

In addition to these cultural experiences, flu vaccination is an important part of the Fiesta. Dunphy explains: "Culpepper is proud to host a Fiesta that recognizes our heritage and the many contributions of Hispanics in our community. Promoting health is also a contribution."





CDC SME REACHES THE MASSES TO PROMOTE FLU VACCINATION

Dr. Eduardo Azziz-Baumgartner has participated in 22 interviews with NIVDP media partners over the past three years, generating nearly 8 million impressions that promote flu vaccination. He has facilitated two webinars in Spanish for NIVDP partners. Dr. Azziz-Baumgartner has established trust with the public by communicating succinct and accurate information through media outlets such as Univisión and El Nuevo Herald in Miami, and through popular online publishers such as Salud Today and Todobebé.



Eduardo Azziz-Baumgartner speaking at the NIVDP recognition event at the Office on Latino Affairs in Washington, DC.

Dr. Azziz-Baumgartner is one of four Hispanic SMEs who the NIVDP engages to share medical facts with media consumers throughout the United States. He has shown a dedication to public health throughout his career. Dr. Azziz-Baumgartner's credentials include working with the CDC as a medical epidemiologist in the Influenza Division, where he focuses on international pandemic preparedness and develops protocols to pinpoint populations most at risk from the flu.

Dr. Azziz-Baumgartner received his medical degree from the University of Alabama at Birmingham. After a family medical residency at the University of Texas, Dr. Azziz-Baumgartner earned a master's degree in

public health at the Harvard School of Public Health in 2003. He served as an Epidemic Intelligence Service Officer from 2003 to 2005.

Dr. Azziz-Baumgartner shares, "Over the past few seasons, I've regularly spoken with Hispanic reporters about flu vaccination and the benefits of getting vaccinated annually. I've appreciated the extra help in reaching our communities with these important messages, and look forward to working with our partners again this year."

THE JEFFERSON PHYSICIANS' FOUNDATION OF LOUISIANA CONTINUES TO FIGHT THE FLU



During Binational Health Week in early October of 2014, the Jefferson Physicians' Foundation worked with the Honduran and Mexican consulates to coordinate a health fair. The health fair resulted in more than 500 local residents getting a flu vaccination in New Orleans and its surrounding communities.

The Foundation has been a strong supporter of the NIVDP in Louisiana, and these fairs have been hugely successful for two years. In addition to leadership from Dr. Carlos Ródriguez-Fierro of the Cardiology Center in New Orleans, the local health department, faith-based groups, community clinics, and the Mayor's Office have participated and provided resources for the health fair.

The 2014 fair at Verbo Church in Kenner, Louisiana, had a significant impact on the community. Pastor José M. Rodriguez proudly announced that "more than 500 parishioners participated in the health screenings, which included consultations with dentists, blood pressure checks, and flu vaccinations. Every service is a blessing, and we are thankful."

CONSUL MIRIAN VARGAS PROMOTES FLU VACCINATION EVENTS FOR SALVADORANS IN VIRGINIA



Consul Mirian Vargas, Consulate of El Salvador in Woodbridge, Virginia

For the past four years, Consul Mirian Vargas and the Consulate of El Salvador have worked with Walgreens to coordinate two flu vaccination events per year for Salvadorans who live around Woodbridge, Virginia. Consul Vargas is always first in line to get

vaccinated at these events, which makes a public statement about the importance of annual flu vaccines.

She is a strong supporter of the NIVDP and its mission, and therefore understands the power of her consulate's community reach to improve public health. Her 20-year career as a diplomat has helped her engage a network of community leaders and stakeholders who encourage Salvadorans to get vaccinated against the flu.

"Few communities in the United States have the density of Salvadorans as does Woodbridge," she notes. "We know how to reach thousands within our community to promote healthier behaviors."



Children celebrating at the Jefferson Physicians' Foundation health fair.

Share your ideas, photos, and events with us. We will feature them in upcoming issues of InFLUential News.